



Placer County Manufacturer's Forum

Ryan Sharp, Center for Strategic Economic Research (CSER)

October 30, 2012



CENTER *for* STRATEGIC ECONOMIC RESEARCH

INFORMATION

**ECONOMIC &
DEMOGRAPHIC
PROFILES**

**SITE
SELECTION
RESEARCH &
INFORMATION**

**RESEARCH
VALIDATION &
PEER REVIEW**

EVALUATION

**ECONOMIC &
TAX IMPACT
STUDIES**

**INDUSTRY
STUDIES**

**WORKFORCE
STUDIES**

CONSULTATION

**ECONOMIC
DEVELOPMENT
STRATEGIES**

**MARKET &
FEASIBILITY
ANALYSES**

**POLICY
ANALYSIS &
PROGRAM
EVALUATION
SUPPORT**

CORE SKILLS:

- Economic & demographic analysis & forecasting
- Regional economics & economic development practices
 - Market & feasibility analysis
 - Econometric & input-output modeling
- Social science research & survey design
- Strategic planning & collaborative processes
 - Performance measurement
 - Geographic Information Systems

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CAPITAL REGION PROSPERITY PLAN

- Leaders from Valley Vision, the Metro Chamber, SACTO, and SARTA sparked Next Economy in response to the severe regional recession
- Objective is to identify catalytic strategies along with specific actions and champions to accelerate new job creation, investment, and innovation
- The core research agenda and related findings drove the collaborative planning process
- Collaborative structure includes a leadership group, a steering committee, various work groups, three regional forums, and targeted outreach
- Tied into California Economic Summit to leverage regions in reigniting the state's economy (caeconomy.org)

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CAPITAL REGION PROSPERITY PLAN

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BIA
BUILDING INDUSTRY
ASSOCIATION



SACRAMENTO
STATE



UNIVERSITY OF THE
PACIFIC

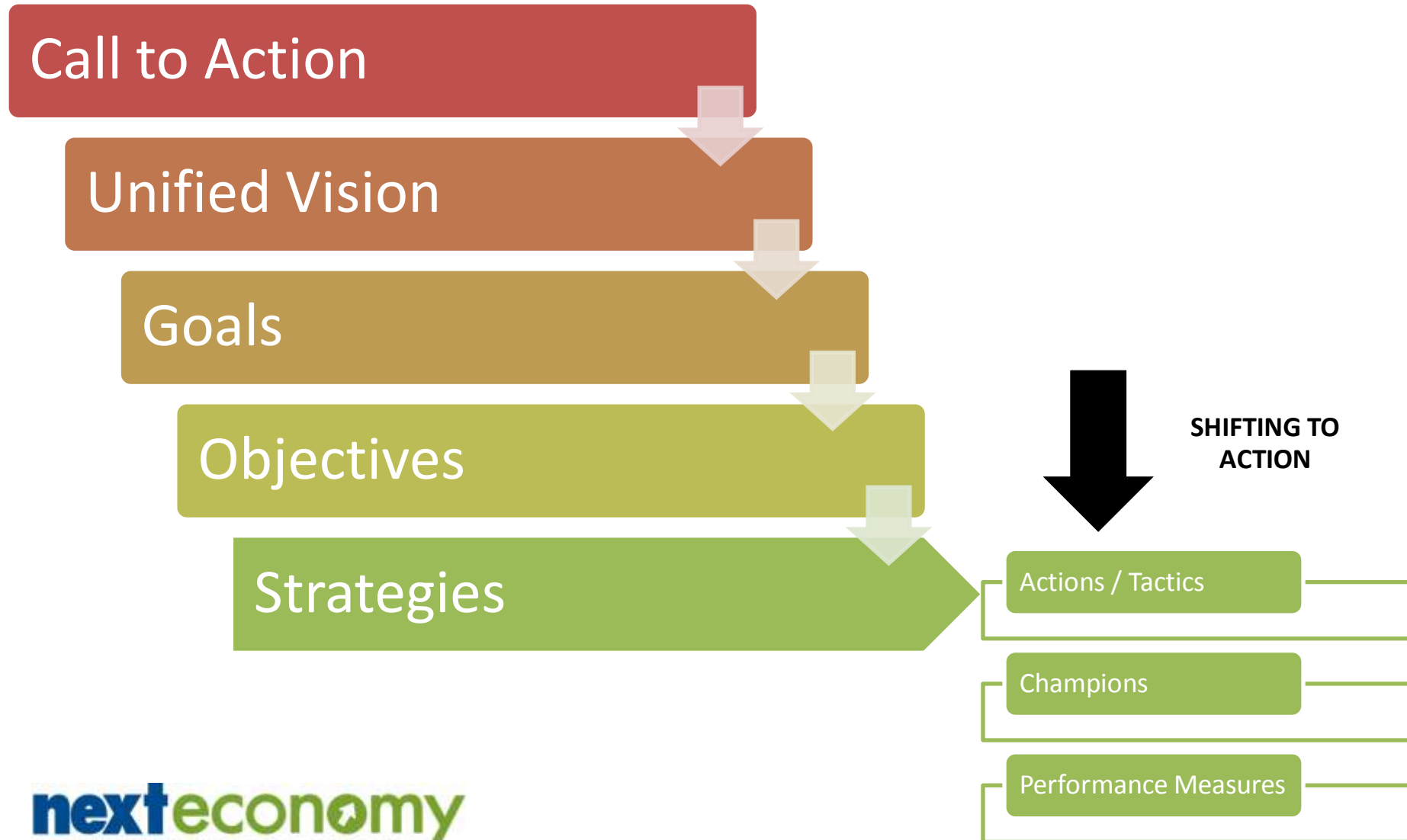
UC DAVIS



Bank of America



PROSPERITY PLAN STRUCTURE



CALL TO ACTION

Align **economic development activities** and focus resources toward opportunities that **generate new jobs and attract increased investment** in order to transform the economic landscape into a **diverse and robust economy** that leverages the Capital Region's distinct advantages and improves conditions for the area's 70,000 businesses and 2.3 million residents

UNIFIED VISION

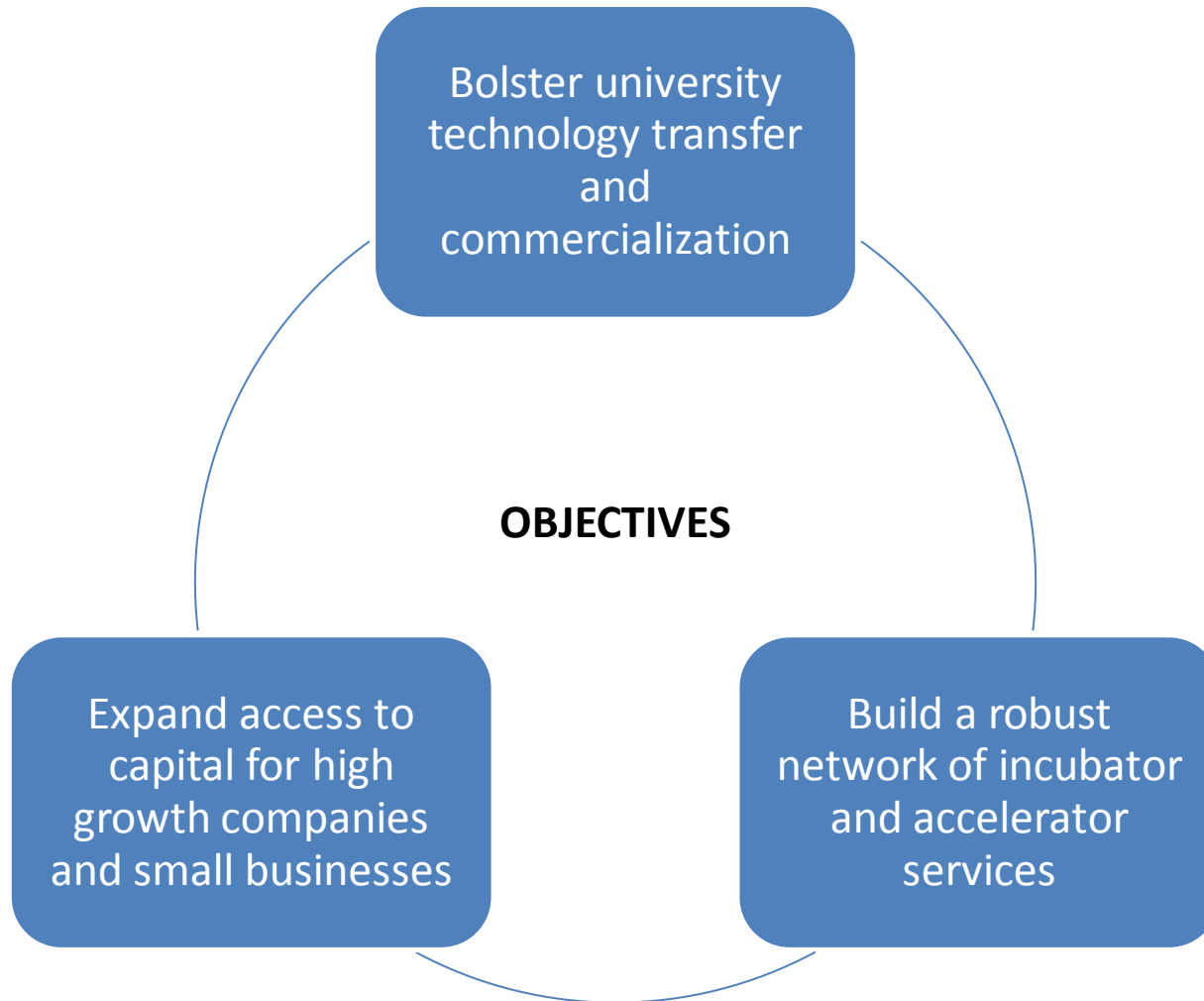
Within five years the Capital Region
will be widely regarded as a:

Sought-after
place for **business
growth,
investment, and
entrepreneurship**

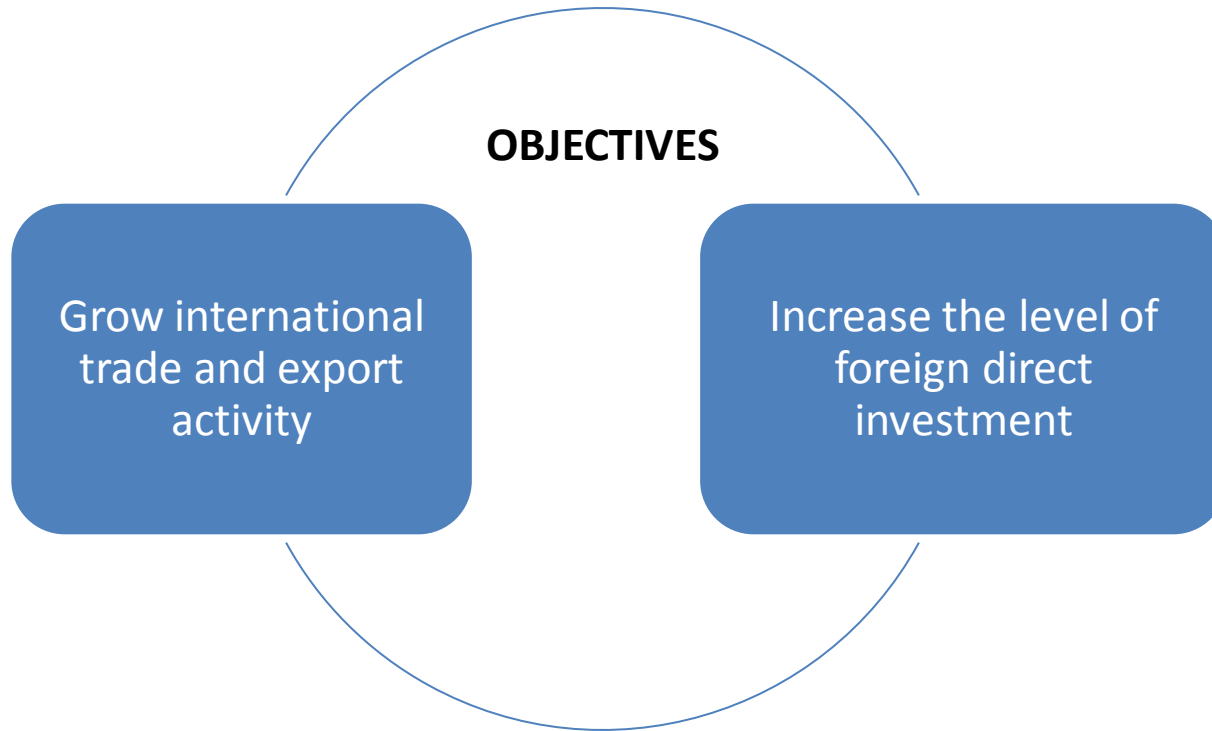
Desirable place
for a **quality
workforce and
young
professionals** to
live, study, work,
and play

Diverse economy
renowned for its
**core business
clusters** and
driven in large
part by **export
activity**

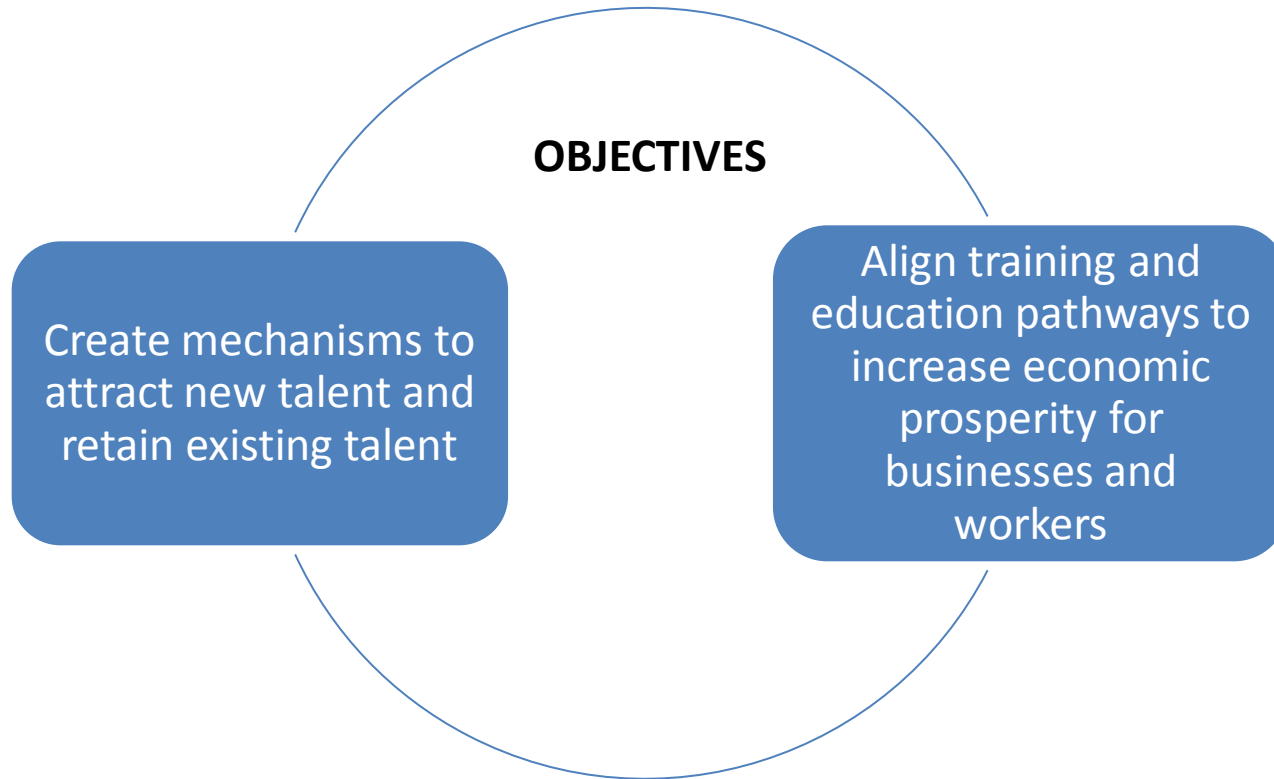
GOAL: FOSTER A STRONG INNOVATION ENVIRONMENT



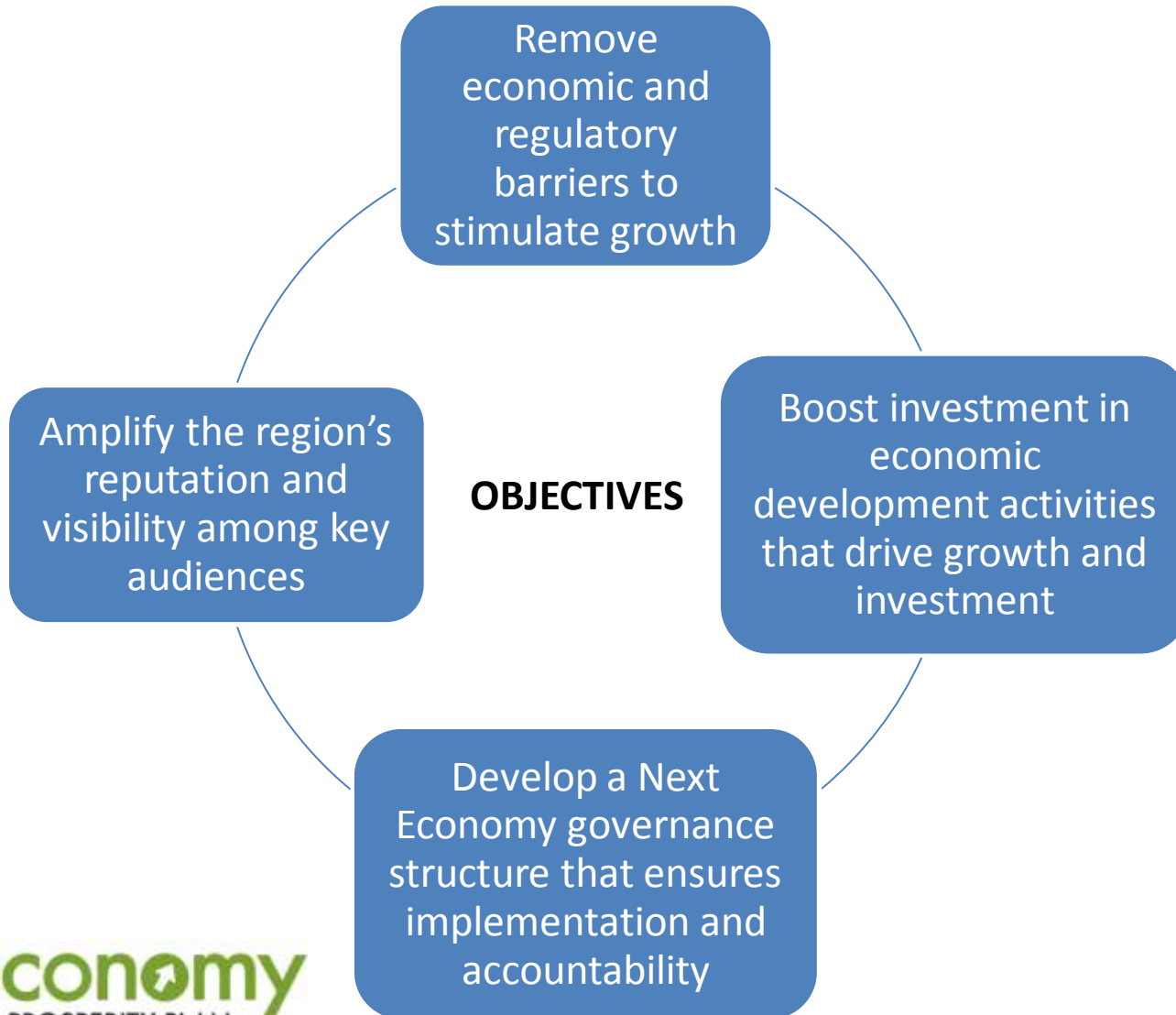
GOAL: AMPLIFY THE REGION'S GLOBAL MARKET TRANSACTIONS



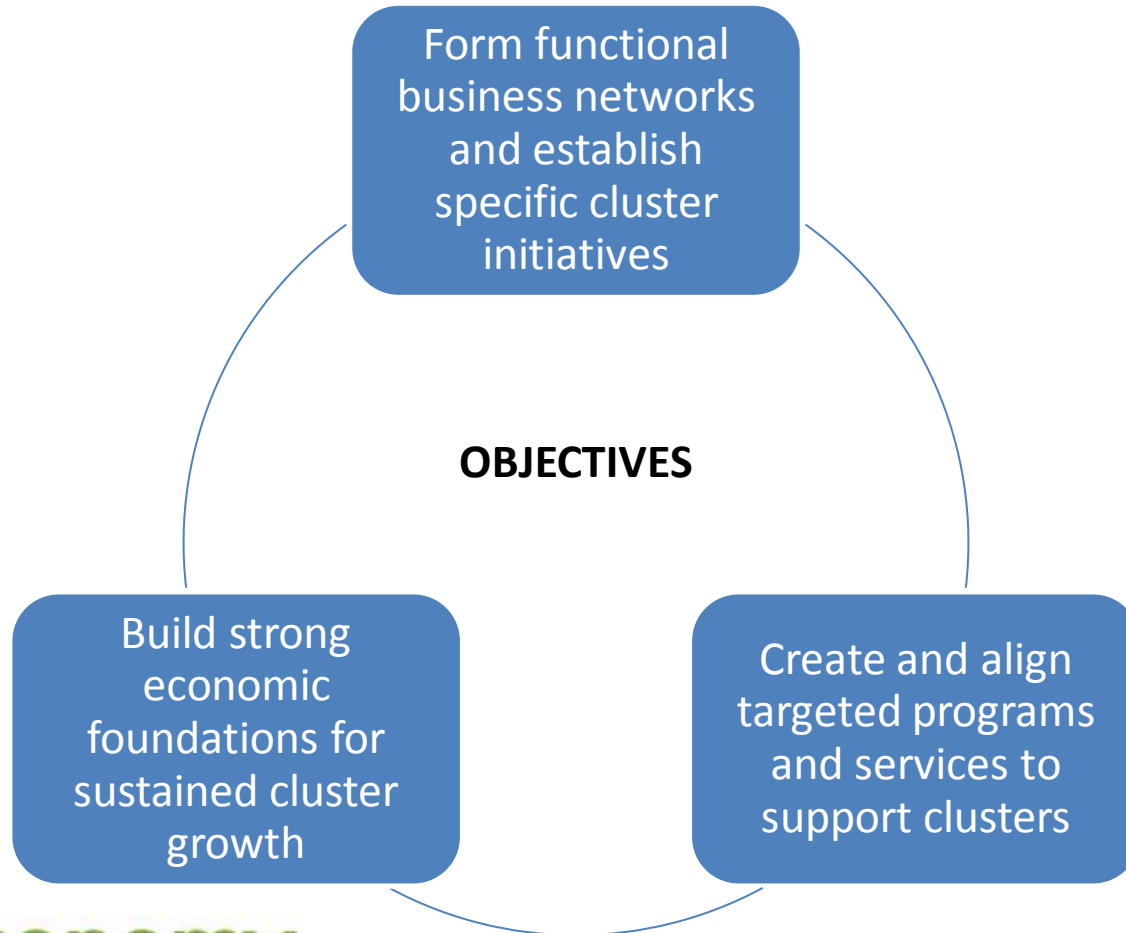
GOAL: GROW AND MAINTAIN A WORLD-CLASS TALENT BASE



GOAL: IMPROVE THE REGIONAL BUSINESS CLIMATE FOR ECONOMIC GROWTH



DIVERSIFY THE ECONOMY THROUGH GROWTH AND SUPPORT OF CORE BUSINESS CLUSTERS



CLUSTER SELECTION CRITERIA

Economic

- Presence of economic base activities
- Alignment with workforce structure
- Linkages to other clusters
- Import substitution capacity
- Robust multiplier effect
- Productivity integration
- Broad future growth potential

Locational

- Prominent company visibility
- Regional competitive advantage
- Presence of supporting attributes
- Innovation activity

CORE BUSINESS CLUSTERS

Agriculture & Food

- 37,000 jobs – 19% mfg-related
- \$3.5 billion output

Advanced Manufacturing

- 11,000 jobs
- \$1.7 billion output

Clean Energy Technology

- 3,000 jobs
- \$850 million output

Education & Knowledge Creation

- 17,000 jobs
- \$1.1 billion output

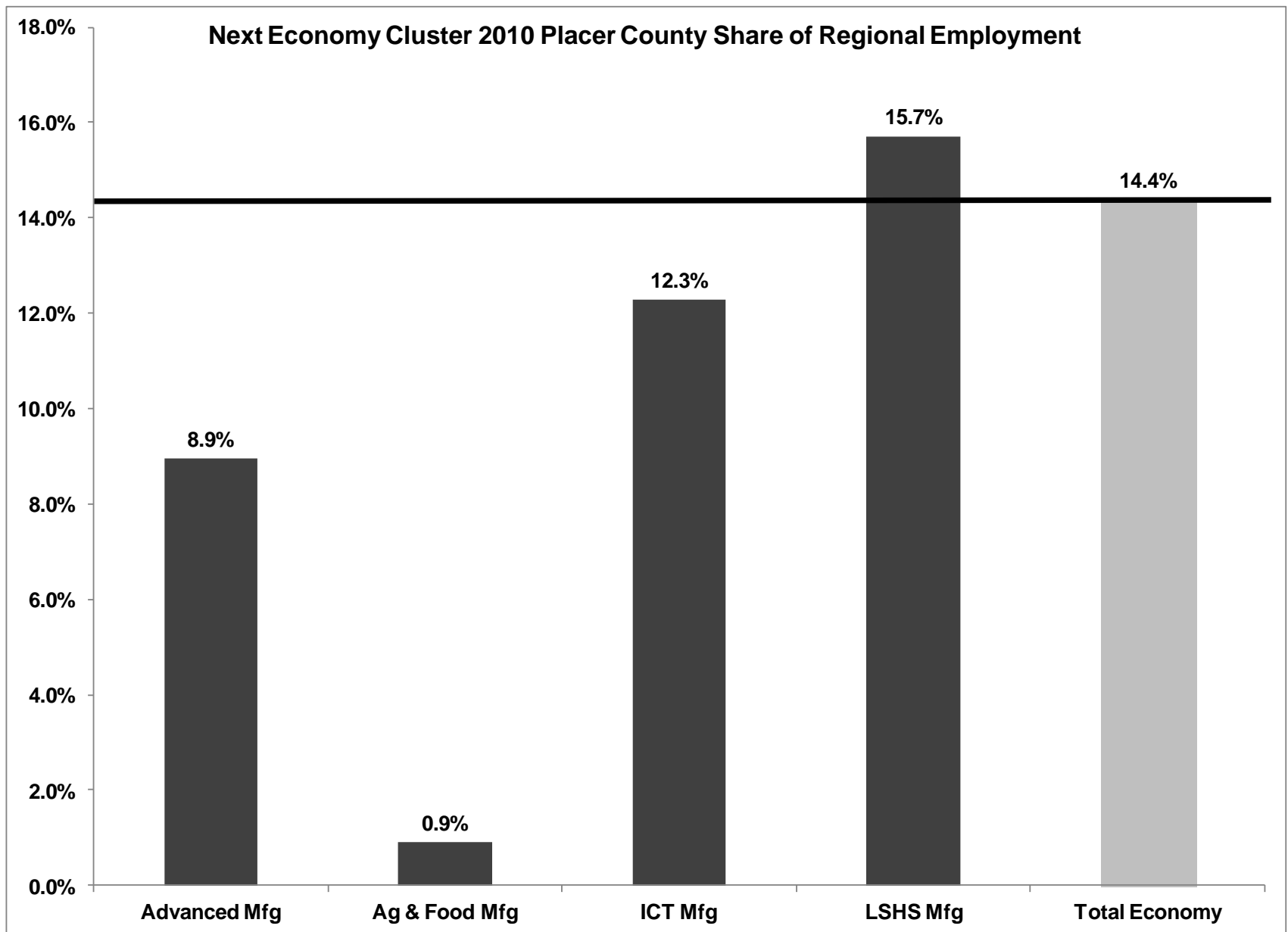
Information & Communications Technology

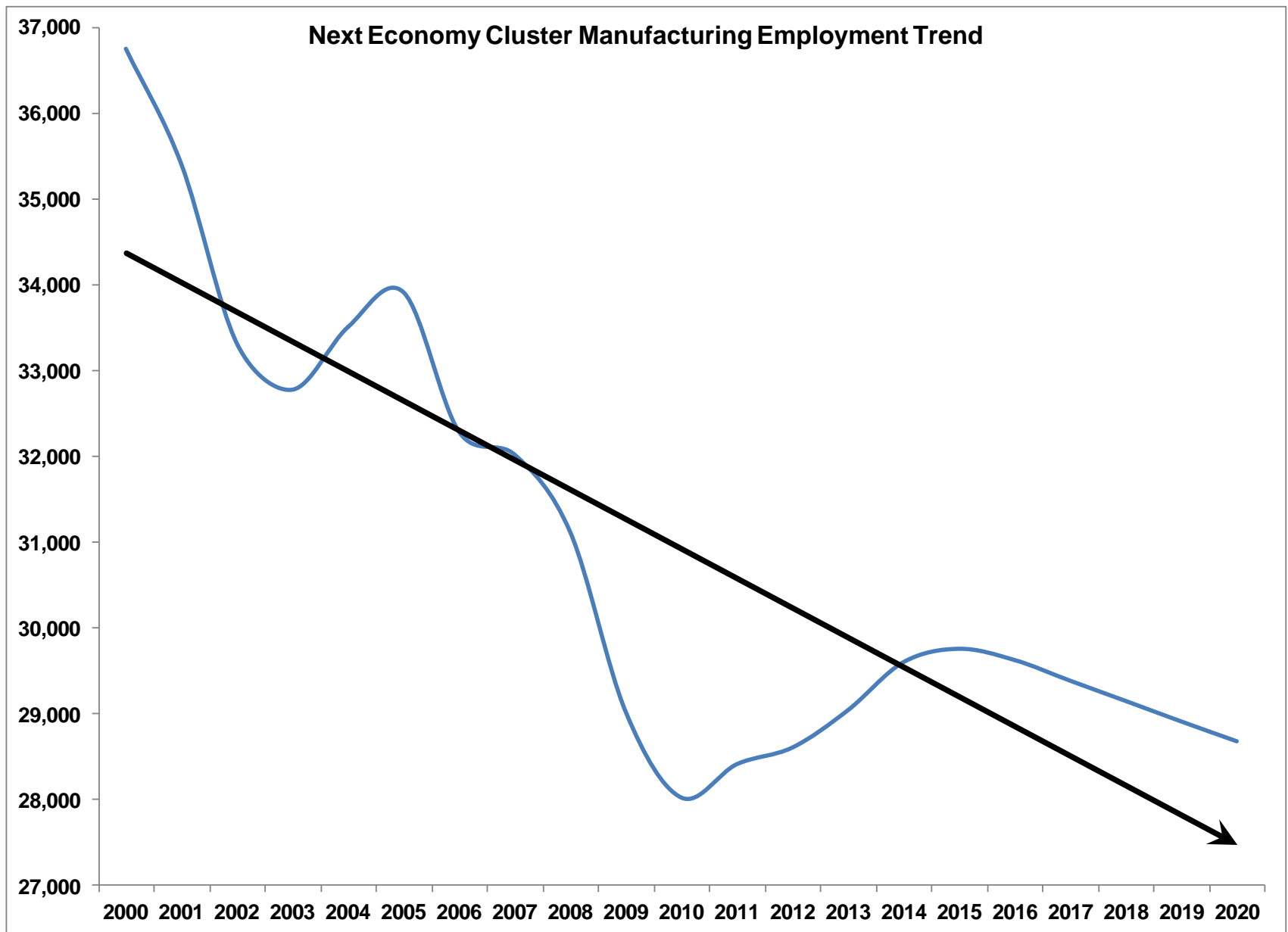
- 31,000 jobs – 19% mfg-related
- \$9.7 billion output

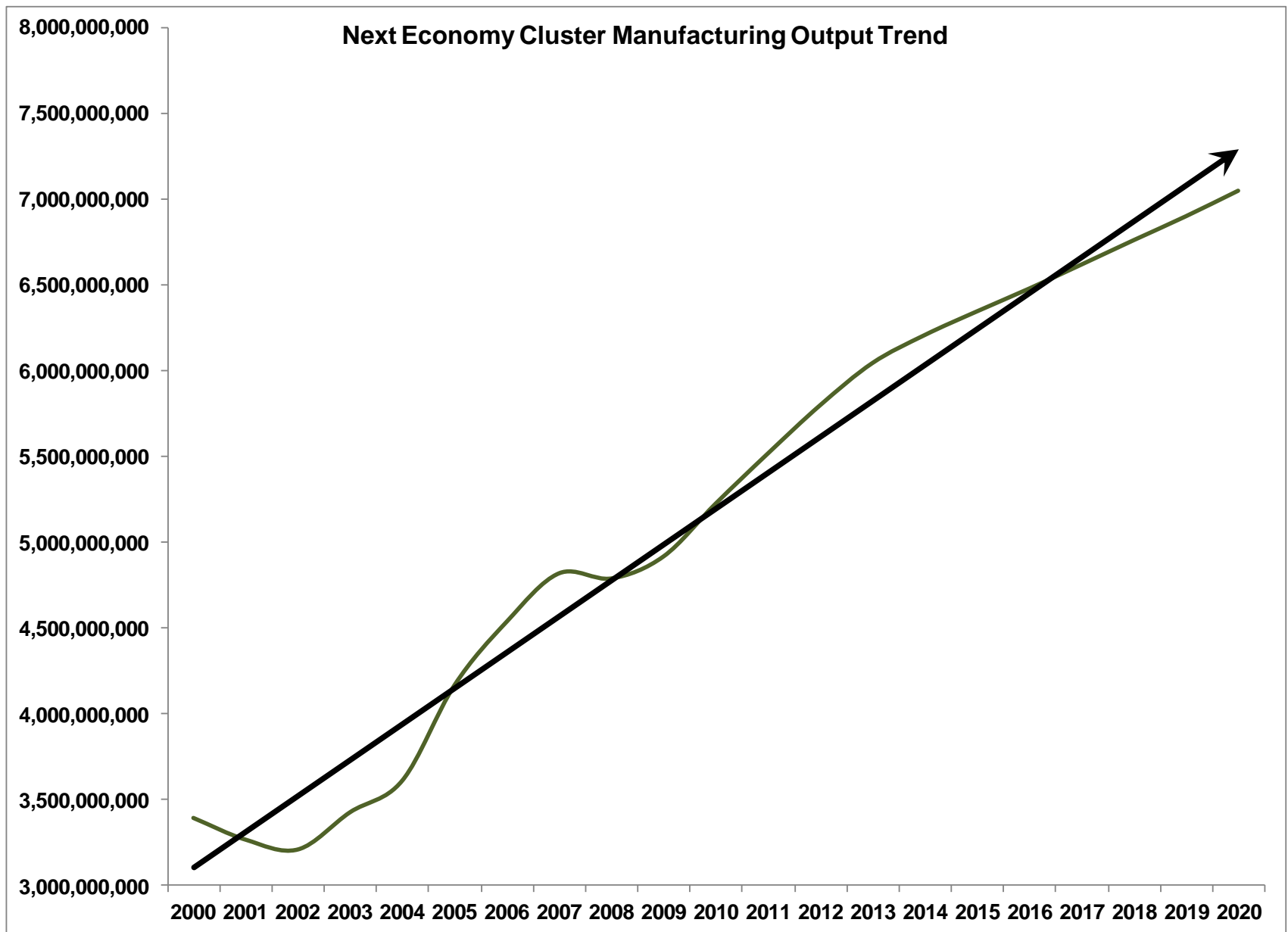
Life Sciences & Health Services

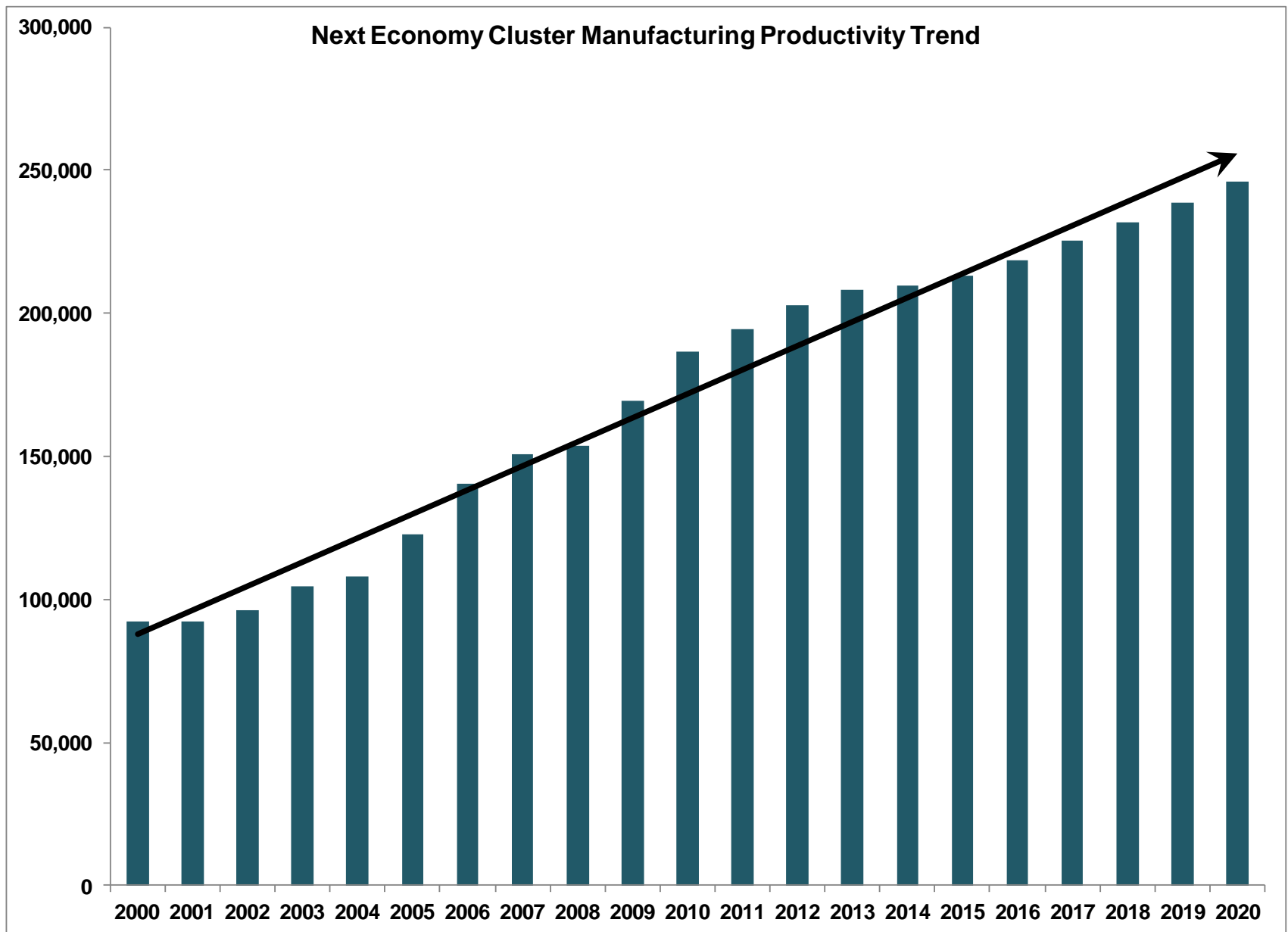
- 99,000 jobs – 3% mfg-related
- \$8.6 billion output



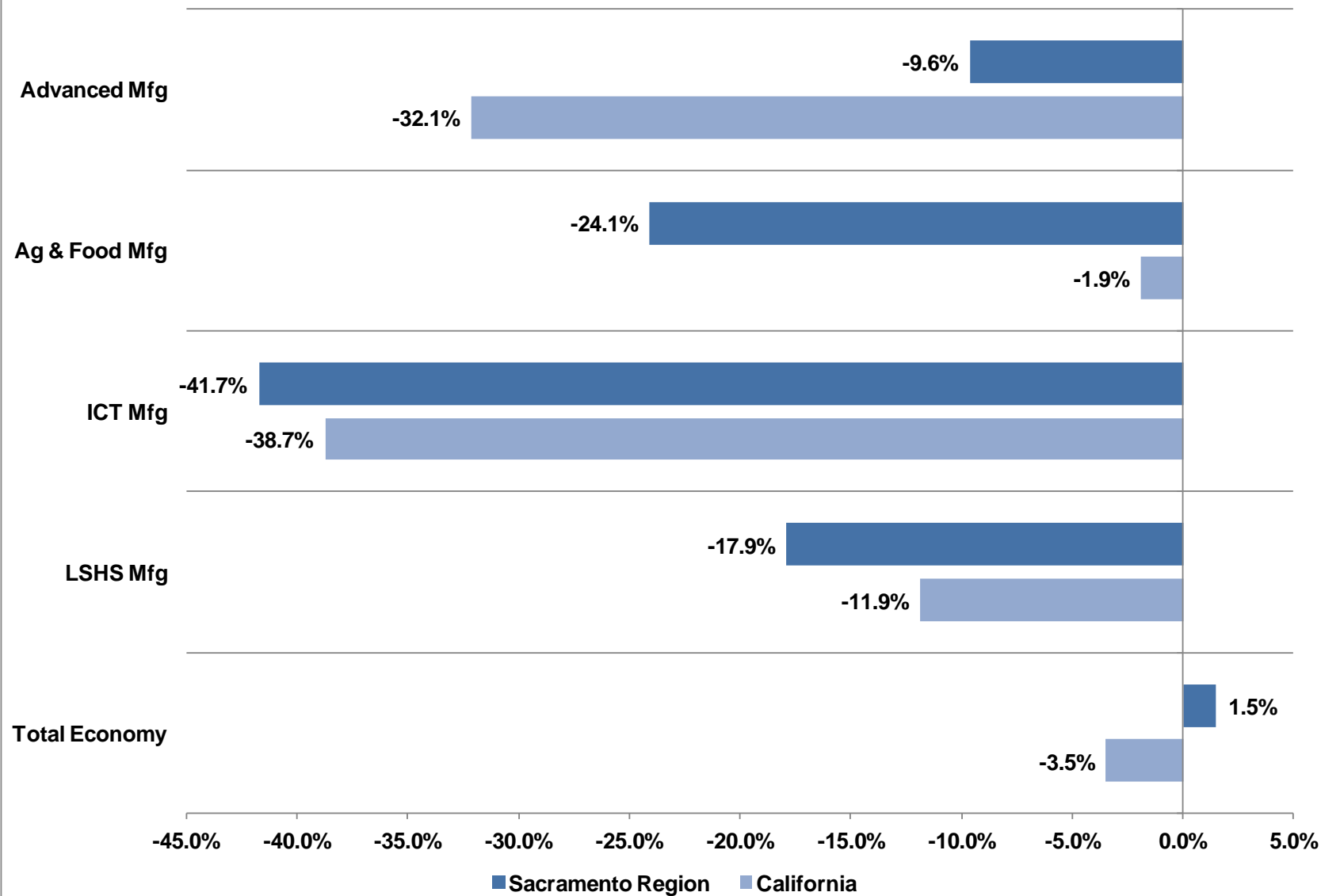




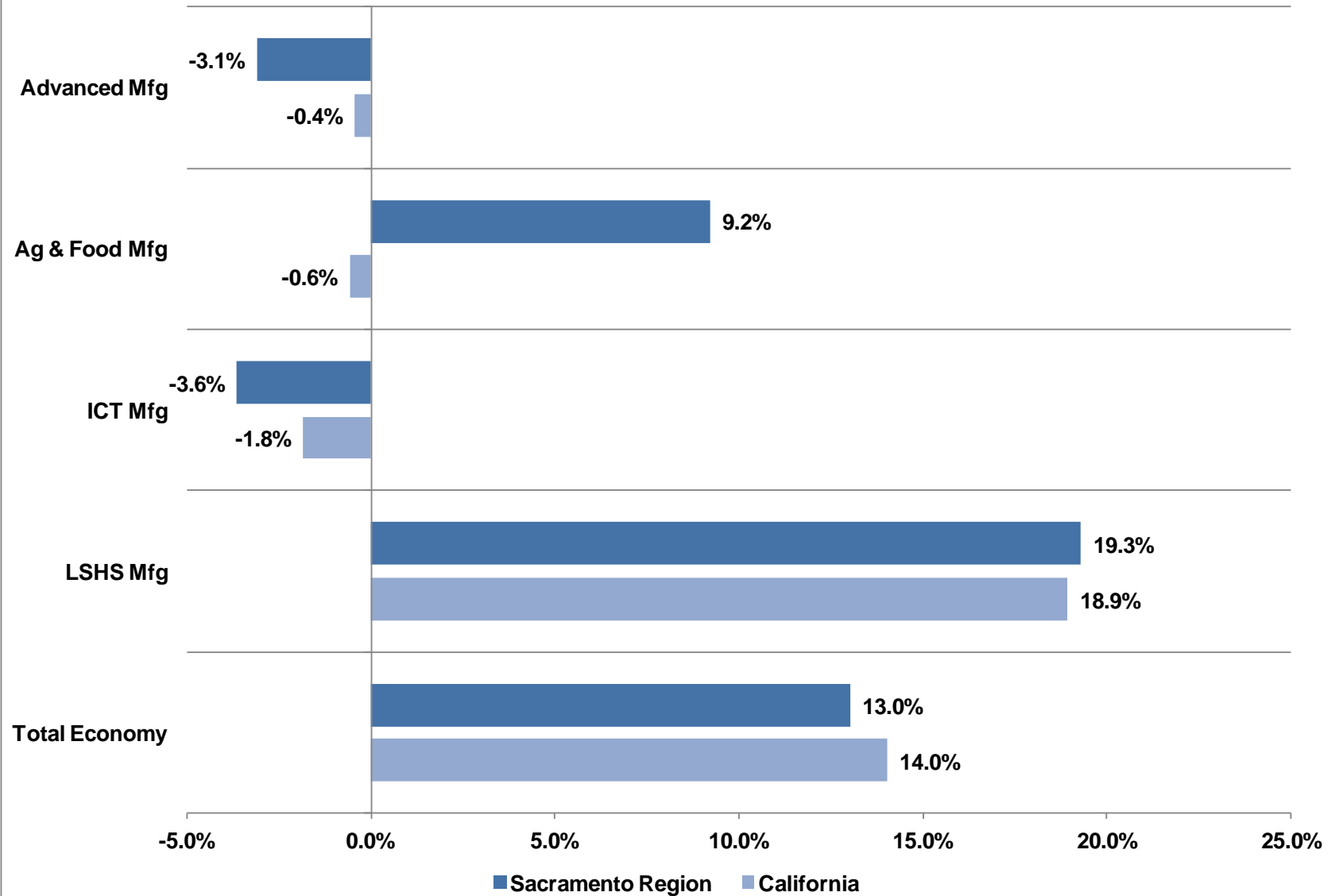




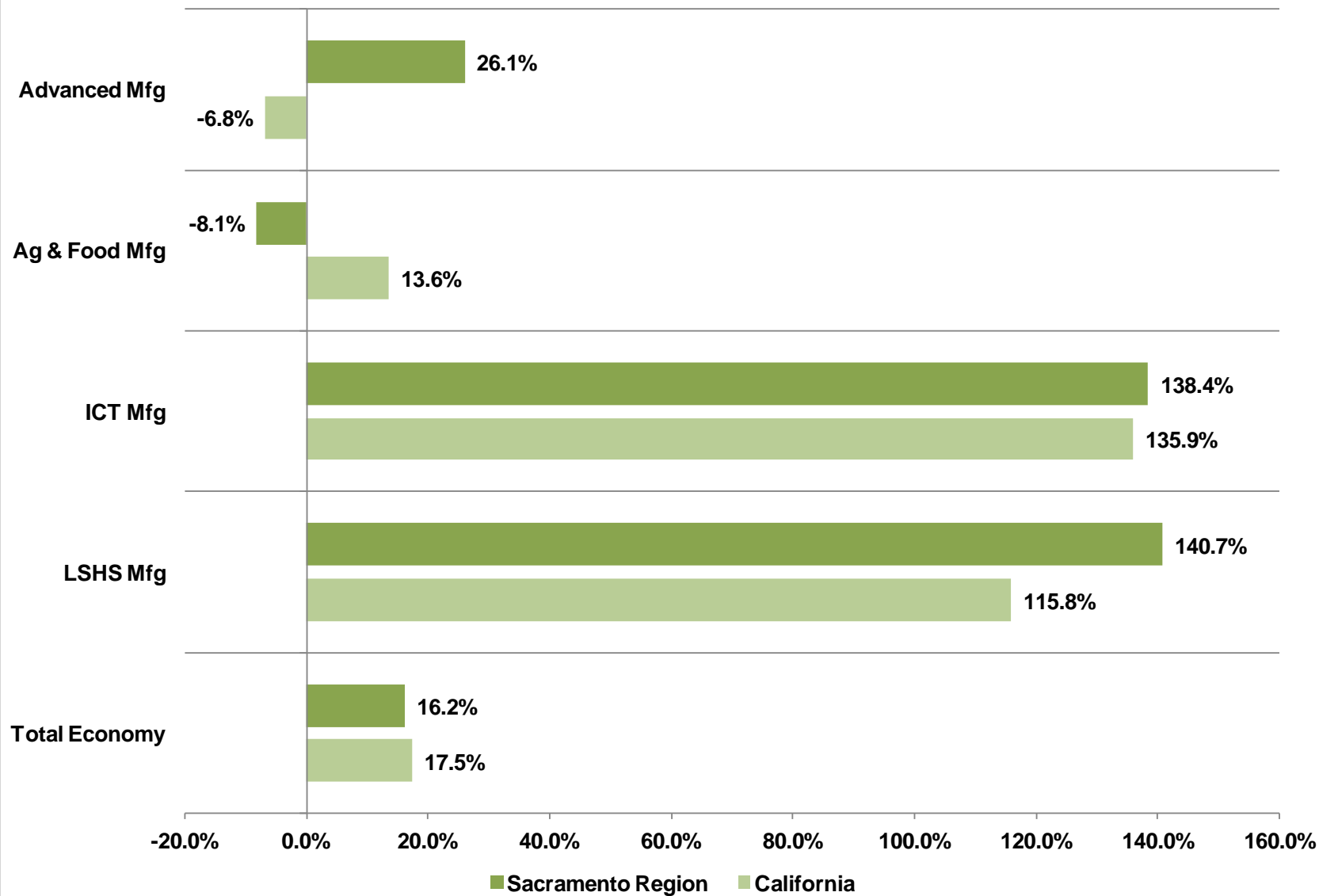
Next Economy Cluster 2000-2010 Employment Growth



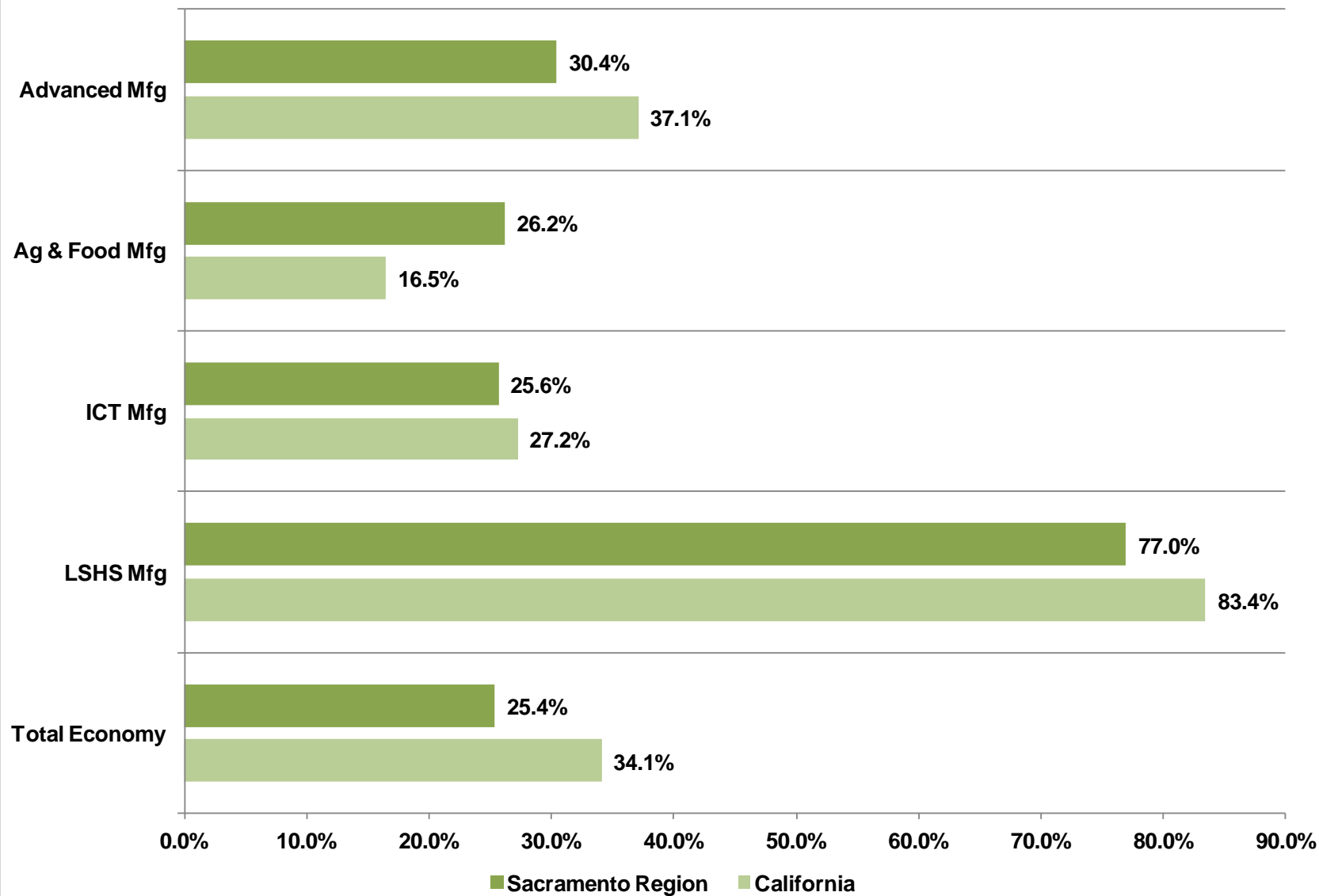
Next Economy Cluster Projected 2010-2020 Employment Growth



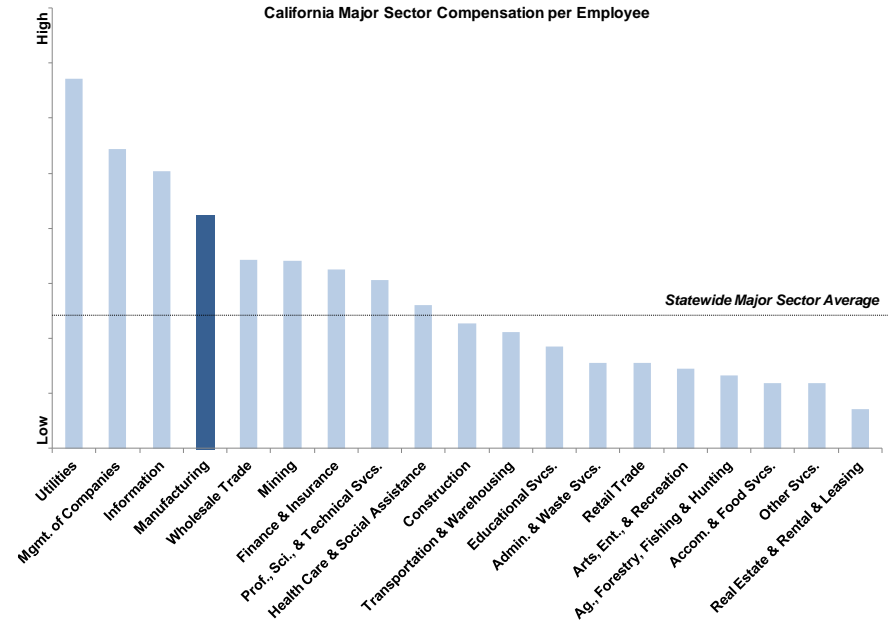
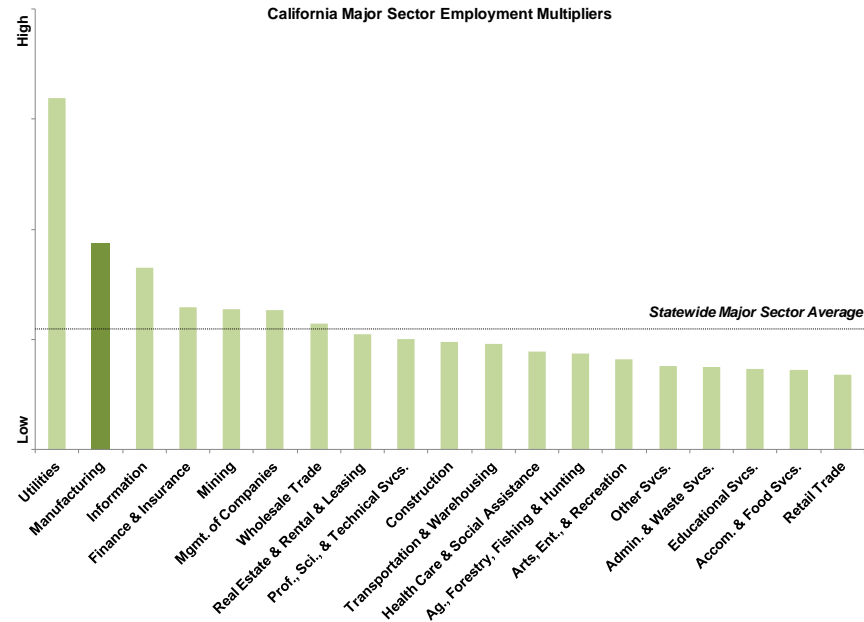
Next Economy Cluster 2000-2010 Output Growth



Next Economy Cluster Projected 2010-2020 Output Growth



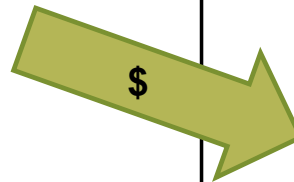
MANUFACTURING KEY DESIRABLE CHARACTERISTICS



Base Sectors

Regional Economy

Local-Serving Sectors



REPORT STRUCTURE

**Executive
Summary**
*(strategic
framework)*

Regional “CEDS”

Strategic Plan
(narrative context)

**Implementation
Plan**
*(Action,
performance,
champions)*

**next
economy**
CAPITAL REGION PROSPERITY PLAN

www.nexteconomycapitalregion.org

Thank You!



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